The mission of the Fox Cities Performing Arts Center is to serve as a gathering place for the community to engage in educational opportunities and enhance understanding and enjoyment of life through the creation and presentation of the arts.
Dear Friends,

As we reflect on the 2012-13 Season, and the Fox Cities Performing Arts Center’s first decade, we recall how special it was to share our 10th Anniversary with the community. Sir Winston Churchill once said, “We shape our buildings, and afterwards our buildings shape us.” From the first shovel that went into the ground in May of 2000 to the community gathering for the Center’s 10th Anniversary Open House in August of 2012, the Fox Cities P.A.C. has become a home for new and returning patrons to build a lifetime of memories and experience the world’s cultures. Churchill’s granddaughter, Celia Sandys, was one of the notable guests to share in the Center’s milestone year, which included many experiences audiences will not soon forget.

The season also encompassed the public launch of the Keystone Campaign. This fund provides the community with an opportunity to invest in preserving the Center’s mission for generations to come. As a nonprofit arts and cultural education organization, ticket sales and other earned income alone do not generate the revenue needed to preserve our community gem. With the support of the Keystone Campaign and Annual Partner contributions, the Center can continue to engage the community in a growing appreciation of the arts, while providing a cultural window to the world and valued education for our youth.

Attending a show at the Center is an experience treasured by all generations. The anticipation of selecting a performance, seeing the curtain rise and spending quality time among family and friends is the foundation of 10 years of success. We hope as you reflect on the last 10 seasons that a smile will spread across your face and you are earnestly awaiting what is ahead.

Warm regards,

Susan Stockton  John J. Hogerty, II
President   Chairman of the Board
Building on 10 Years in the Spotlight

In honor of the 10th Anniversary, the Center wished to thank the community and its partners for their dedication and commitment. Since the beginning, the Fox Cities PAC has stayed true to its mission. Brick by brick during the last decade, the foundation has been laid to create an environment for learning through the arts and a window to the world’s cultures.

Building on 10 Years in the Spotlight

[Image -27x-305 to 1877x1627]

The number of patrons who came to atolated performance during the 2012-13 Season was 21,500. The number of ticketed patrons who visited the Center for the first time during the 2012-13 Season was 169,453.

Celebrating Communities

Nearly 10,000 patrons got a behind-the-scenes glimpse of the Center during a Free 10th Anniversary Open House Aug. 17-18, 2012. A Special Founder’s Panel discussion gave attendees the opportunity to learn from the Center’s founders. Attendees were able to realize their dreams of becoming a musician by interacting with an instrument petting zoo provided by Heid Music and learn how to make their own wooden recorder. Attendees also experienced technological creativity through3D printing workshops and backdrops created by 321Arts.

Season snapshots!

In honor of the 10th Anniversary, the Center wished to thank the community and its partners for their dedication and one that our dancers will remember for the rest of their lives. These were united for Spirited Songs: A Celebration of Choral Music and a Spirited Performance presented in partnership with Celebrating Abilities.

To the delight of Open House attendees, a Make-A-Dream Community Flash Mob got visitors in step as the group, led by Richards School of the Dance, showed off their best moves.

Nearly 2,000 patrons who visited the Center for the first time during Aug. 17-18, 2012. A Special Founder’s Panel discussion gave attendees the opportunity to learn from the Center’s founders. Attendees were able to realize their dreams of becoming a musician by interacting with an instrument petting zoo provided by Heid Music and learn how to make their own wooden recorder. Attendees also experienced technological creativity through 3D printing workshops and backdrops created by 321Arts.

A Sound Improvement

Open House attendees were able to experience enhancements made to the Center based on patron feedback. Improvements included the addition of a touchless compatible hearing loop made possible by the work of the Board of Directors, a community driving committee and contributors. Patrons with hearing loss now enjoy world-class theater in a hearing loop compliant theater equipped with the latest technology. It received the national “2013 Get in the Hearing Loop Award” from the Hearing Loss Association of America.

The community celebrated another local artist when Principal Conductor John Lukachuk and the BOC Concert Orchestra performed “Curtain Call” a special 10th Anniversary expansion of the Center’s “Fanfare” for the City-composer James Lazy.

The number of patrons who came to atolated performance during the 2012-13 Season was 21,500. The number of ticketed patrons who visited the Center for the first time during the 2012-13 Season was 169,453.
THANK YOU 10th ANNIVERSARY
SPECIAL EVENTS SUPPORTERS

10th Anniversary Open House Sponsor

ROAR: A 10th Anniversary Safari Event Sponsors

ROAR: A 10th Anniversary Safari Event Pride PAC Patrons

Hearing Loop Contributors

A special thank you to all of the Business Partners (shown below) and Individuals who have given annually during the past 10 years to make these moments possible!
I appreciated the opportunity to lead the preshow tap event for Savion Glover’s SoLe Sanctuary performance. Tap dancing is an inclusive dance genre and sharing its national anthem, the Shim Sham Shimmy, with the workshop participants was a great way to spread the word about the exciting history of American tap dance and the great value of the arts in education.

Jeannie Hill, associate professor of dance
University of Wisconsin-Stevens Point
COMMUNITY ENGAGEMENT ACTIVITIES
Theater lovers and novices interested in learning beyond a performance can spark their imaginations through participation in Community Engagement Activities. More than 10,000 people took advantage of an activity during the 2012-13 Season. Whether it’s getting their toes tapping during a workshop or learning more about the performance during a preshow presentation, the possibilities for learning are endless.

BOLDT ARTS ALIVE! SERIES
The Boldt Arts Alive! Series serves as a window to the world’s cultures and allows theatergoers to experience world-class programs right in their own backyard. As an integral part of the Center’s mission, many performances are subsidized to keep the average ticket price at $25 making a variety of quality performances affordable and accessible. Throughout the 2012-13 Season, nearly 15,000 attendees experienced an artist or art form they may not have been familiar with through the Arts Alive! Series.

TICKET DONATIONS AND SCHOLARSHIPS
The Center gives back to the community and makes the arts accessible through ticket donations and scholarships. More than 300 tickets to Arts Alive! shows were distributed to local nonprofit organizations for use in their fundraising events. Schools and nonprofits also are able to see both Arts Alive! and education series performances through the Center’s scholarship program. A total of nearly 1,200 locally underserved students and adults were able to experience the magic that unfolds on stage.

“I loved the hushed ‘Wow!’ from my students when we first entered the theater.”
Pam Schutte, 1st grade teacher Hortonville Elementary School

BEMIS COMPANY EDUCATION SERIES
As a performing arts venue, the Center also provides non-traditional learning opportunities for students in Northeast Wisconsin and beyond. Through the Bemis Company Education Series, the arts engage and inspire students to learn at a higher level. Subsidized student ticket rates of $5-7 attracted 22,821 students to the Center during the 2012-13 Season. The curriculum-based program ties directly to the Wisconsin Model Academic Standards integrating subjects such as theater, music, English, social studies and science.

KENNEDY CENTER PARTNERS IN EDUCATION
In the spring of 2012, the Fox Cities Performing Arts Center and Appleton Area School District were selected to be a part of the prestigious Partners in Education Program of the John F. Kennedy Center for the Performing Arts in Washington, D.C. The program is based on the belief that students benefit when educators include the arts in their teaching. Through this partnership, workshops led by professional teaching artists develop a teacher’s capacity to integrate the arts with core curriculum, explore ways to engage their students and revitalize their own creativity.

“My mind was racing with ways to apply this to other curricular areas through the entire workshop!” said Amy Didreckson, 7th grade English Language Arts and Geography teacher at Wilson Middle School in Appleton. “I left energized and excited to go back and apply all I learned to my classroom.”
The Center is a place for the community to see world-class performing arts, gather with family and friends, connect with the arts, and create and share memories. The Fox Cities P.A.C. strengthens the community by building relationships within it.
Last season, 40 percent of the Center’s events were community organizations, businesses and groups that chose to host their special events at the Fox Cities P.A.C. Fundraisers, receptions and public performances contributed to the quality of life enjoyed in the Fox Cities.

The Fox Valley Symphony Orchestra has been a resident partner of the Center since opening in 2002. As the home stage for the symphony, the venue has transported patrons around the world through the musical talents of local and guest musicians as they perform works by composers from Bach to Schubert. Children – and those young at heart – also were treated to The Magical Music of Disney with a performance that included the whimsical sounds and images from the animated films “Mary Poppins,” “Tarzan” and others.

Many Fox Cities organizations take advantage of the Center’s world-class facility. The Fox Cities Chamber of Commerce’s The Event, held Nov. 8, 2012, is one example. The glamorous evening brings together business leaders annually to recognize individuals within the area who have an eye on the economic outlook and development of the region.

“The Fox Cities P.A.C. team is extremely professional, innovative and has helped make our event a spectacular one,” said Shannon Full, Fox Cities Chamber president and CEO. “We now have more than 1,000 business and community leaders join us for our black-tie event – a superb venue, spectacular team and an overwhelming success.”

The Center also serves as a venue for a variety of nonprofits to hold fundraisers which benefit the organizations and missions they serve.

An unforgettable evening of delicious food and wine was uncorked Feb. 23, 2013 when the Boys & Girls Clubs of the Fox Valley’s Vintage in the Valley held its premier Fox Valley wine and cheese tasting to benefit more than 14,000 local youth. Attendees enjoyed a variety of wines, gourmet cheeses, indulgent hors d’oeuvres and delectable desserts while listening to Water Edge Jazz Trio.

Good times continued when the community received a healthy dose of the giggles March 8, 2013 with Laughter is the Best Medicine held in partnership with Appleton Medical Center and Community Hospice Foundation. The famed comedy troupe Second City’s “Laugh Out Loud Tour” brought its trademark improvisation and sketch comedy skills to the Center to benefit patients and their families receiving cancer and hospice care through services provided by ThedaCare.

“The beautiful spaces of the Center gave a refined elegance to our Vintage in the Valley Event.”
Greg Lemke-Rochon, Chief Professional Officer
Boys & Girls Club of the Fox Valley
MAKING AN IMPACT

19,600

The number of patrons who attended a Broadway performance for the first time

$16.5 million

Amount of economic activity generated during Disney’s The Lion King

3

The number of Wisconsin Broadway premieres presented by the Center during the 2012-13 Season
The impact of entertainers who come to the Center ripples far beyond what the audience sees unfold before them on stage. Dollars flow into the community as ticket buyers come from not only the Fox Cities, but around the state and the Midwest.

In addition to the Center, hotels, restaurants and stores reap the benefits of local tourism dollars as the average ticket buyer spends $19.45 per person not including the cost of a ticket. The money spent by Broadway companies, musicians, comedians and other performers increases this positive economic impact for the Fox Cities.

During the season, 122,472 patrons experienced a season of captivating Broadway performances. Returning favorite Mamma Mia! dazzled the Fox Cities once again Aug. 21-26, 2012 for its sixth engagement. As the Center’s first Broadway show, Mamma Mia! has appeared at the Fox Cities P.A.C. more times than any other Broadway show.

Disney’s The Lion King came in with a roar as the show celebrated its second sold-out engagement April 9 – May 5, 2013. A triumphant return heralded more than $4.7 million in gross revenue and entertained 61,000-plus excited patrons with a story filled with non-stop spectacle brought to life on stage. It is estimated that the Fox Cities engagement generated $16.5 million in economic activity, according to The Economic Impact for Touring Broadway Study. Thanks to the outstanding community interest in The Lion King, the Fox Cities P.A.C. hit a Center-record for the four highest-grossing weeks of Broadway shows in its history. In recognition of the Center’s milestone, it was awarded the intricately designed Lioness mask created by award-winning director Julie Taymor on behalf of the show. The Fox Cities P.A.C. is among the prestigious company of only two other venues to receive the theatrical honor.

Big-name artists also lit up the stage allowing audiences to enjoy the legendary sounds of Frankie Valli and The Four Seasons, B.B. King, and rising country superstars Little Big Town on the heels of their Grammy® win. Nickelodeon’s popular preschool group The Fresh Beat Band kept things rockin’ with their spunky twist on music appreciation. To lighten things up, Girls Night: The Musical, Cheeseballs of Comedy and Brian Regan each brought their unique sense of humor to the Center.
Nonprofits across the country, especially performing arts centers, face a funding challenge as they balance the cost of high-quality community enrichment and the bottom line of business in today’s economy. This is why the Center remains committed to maintaining strong business practices, benchmarking its performance against the best in the country.

**Gross Operating Budget**

Programming vs. Administrative Costs

- 82% Programming Costs
- 18% Administrative Costs

National average for performing arts centers is 36%

82% EARNED VS. 17% CONTRIBUTED INCOME

- 83% Earned Income
- 17% Contributions and Grants

For example, out of an $82 ticket

- $74 goes to create the art
- $8 goes to the Center to pay for operating expenses

**The Price of a Ticket is Not Enough**

Even a production with $100,000 in gross ticket sales only contributes $8,000 to the Center’s bottom line after show expenses are paid.

**Community Support Makes Up the Difference**

**Annual Partner Campaign**
Supports short-term operating needs

The Annual Partner Campaign is made up of

- 730 Individual Partners
- 68 Business Partners

and contributes more than $1 million annually to the Center’s operating budget.

**Keystone Campaign**
$25 million long-term sustainability campaign

The Keystone Fund is built through

- Cash Gifts
- Multi-Year Pledges
- Legacy Gifts

and is targeted to contribute $1 million a year (through a 5% distribution) to the Center’s operating budget.

**Result**

The Fox Cities Performing Arts Center can fulfill its mission to serve as a gathering place for the community to engage in educational opportunities and enhance understanding and enjoyment of life through the creation and presentation of the arts.
STATEMENT OF FINANCIAL POSITION
June 30, 2013

ASSETS

Cash 2,324,677
Accounts receivable 46,565
Inventory 30,413
Prepaid expenses 219,020
Contributions receivable 4,823,098
Investments 31,151,556
Investments designated for deferred compensation 172,192
Cash surrender value of life insurance 151,771
Property and equipment, net 42,414,184
Capitalized bond fees, net of amortization of $117,238 and $107,117, respectively 231,946
Total assets 81,565,422

LIABILITIES AND NET ASSETS

Liabilities
Accounts payable 249,572
Accrued:
Payroll and payroll taxes 123,485
Interest 2,514
Other 118,044
Advance collections 464,559
Conditional transfers 262,500
Deferred compensation 172,192
Bonds payable 36,700,000
Total liabilities 38,092,866

Net assets
Unrestricted net assets 37,436,759
Temporarily restricted net assets 6,035,797
Total net assets 43,472,556
Total liabilities and net assets 81,565,422

STATEMENT OF ACTIVITIES
Year Ended June 30, 2013

Operating revenue
Gross event revenue 11,769,295
Less agent event revenue (9,612,004)
Net event revenue 2,157,291
Fees earned from agent sales 1,008,982
Total operating revenue 3,166,273

Operating Expenses
Gross event costs 11,568,465
Less agent event costs (8,603,022)
Net event costs 2,965,442
Depreciation and amortization 1,504,821
Administrative 1,675,383
Total operating expenses 6,145,647
Loss from operations (2,979,374)

Support and other income
Contributions* 4,567,318
Investment income 1,279,462
Other income 1,026
Net assets released from restriction -
Total support and other income 5,847,806

Other expenses
Bond financing 476,180
Advancement 435,256
Total other expenses 911,436
Change in net assets 1,956,996
Net assets:
Beginning of year 41,515,560
End of year $ 43,472,556

Contributions include cash and pledges to the Annual Partner Campaign and the Keystone Campaign. As required by accounting standards, this statement of activities includes all cash and pledges to the Keystone Campaign that will be received in future years to support future operations.

*Contributions include cash and pledges to the Annual Partner Campaign and the Keystone Campaign. As required by accounting standards, this statement of activities includes all cash and pledges to the Keystone Campaign that will be received in future years to support future operations.

Also included in contributions are grants, City of Appleton one percent hotel room tax, in-kind gifts and one time operational gifts.
The financial highlights and footnotes presented in this report are derived from the Fox Cities Performing Arts Center’s audited financial statements. The Fox Cities Performing Arts Center is a 501(c)(3) nonprofit organization. All contributions to the Center are tax deductible to the extent allowed by law.
ANNUAL PARTNER CAMPAIGN

As a 501(c)(3) nonprofit organization, the Fox Cities Performing Arts Center relies on support from the community it serves. Annual Partners make a yearly gift to support the Center’s mission-based programming. Many of the Center’s initiatives, such as its educational programs and cultural performances, would not be possible without ongoing financial support from individuals, businesses and foundations. Thank you to the following Annual Partners for your support throughout the 2012-13 Season.

**Leader ($100,000+)**
- Bemis Company, Inc.
- The Boldt Company
- Kimberly-Clark Corporation
- Thrivent Financial for Lutherans

**Platinum ($50,000 - $99,999)**
- Bergstrom Automotive
- Community First Credit Union
- Miller Electric and ITW
- Oshkosh Corporation Foundation

**Diamond ($25,000 - $49,999)**
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- Faith Technologies, Inc.
- Jewelers Mutual Insurance Company
- Menasha Corporation
- Miron Construction Co., Inc.
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- SECURA Insurance Companies
- Wisconsin Energy Foundation

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The Keystone Campaign endows the Center’s long-term sustainability and ensures its future for generations to come. Best practices for performing arts centers strongly recommend that our Center should have an endowment of at least $25 million.

Visit foxcitiespac.com/keystone-campaign or call (920) 730-3782 to learn more about being a part of our community’s great success story.
Each year the Center recognizes community members who have gone above and beyond in their support of the Center. The 2012 honorees were the Fox Valley Symphony Orchestra, Hearing Loss Association of America - Fox Valley Chapter and Makaroff Youth Ballet. The recipients were presented with their plaques of recognition by Fox Cities Performing Arts Center Chairman of the Board John J. Hogerty, II at the 10th Anniversary Chairman’s Dinner in July.

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432

The number of active Center volunteers

34,000

The number of volunteer hours worked during the 2012-13 Season

$631,868

The value of hours* volunteers donated during the 2012-13 Season

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